



# AGREEMENT FORM FOR POLITICAL BROADCASTS

ADD'L order

ATION AND LOCATION

WBRC FOX 6

Date 11/2/12

(being)

I, Liz Elder (on behalf of) The Committee to Elect Jim Neill

a legally qualified candidate of the Republican political party for the office of Jefferson County Circuit Judge Place 27

in the General election to be held on 11/6/12, do hereby request time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. Of Weeks	Rate
See insertion order						

Date of First Broadcast  
11/3/12

Date of Last Broadcast  
11/6/12

Total Charges: \$4,720.00  
gross/\$4,012.00 net

The broadcast time will be used by Jim Neill

I represent that the payment for the above-described time has been furnished by The Committee to Elect Jim Neill and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( X ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above stated broadcasts. For the above stated broadcasts I also agree to prepare a script or transcription which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast). The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: the preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date: 11-2-12 Liz Elder on behalf of the Committee to Elect Jim Neill  
(Candidate or Agent)

☒ Accepted ☐ Rejected By Jim Neill Title Sales Manager

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

TV

## ADDITION

**Market:** Birmingham  
**Client:** The Committee to Elect Jim Neill  
**Campaign:** Jim Neill for Jefferson County Circuit Judge Place 27  
**Flight Dates:** November 2 - November 6, 2012

**Buyer:** Liz Elder  
**Phone:** 205-515-9639  
**Email:** [liz@eldermedia.com](mailto:liz@eldermedia.com)

Station/Daypart	Day(s)	Time	Length	Program	Nov 2	Nov 5	Spots	Gross Rate	Gross Cost	Net Rate	Net to Station
<b>WBRC/FOX6</b>											
EM	MT---	05:30am - 06:00am ✓	30	FOX6 GOOD DAY 530A		2	2	\$315.00	\$630.00	\$267.75	\$535.50
DT	M----	12:00pm - 01:00pm ✓	30	FOX6 NEWS @ NOON		1	1	\$225.00	\$225.00	\$191.25	\$191.25
EN	M----	06:00pm - 06:30pm ✓	30	FOX6 NEWS @ 6P		1	1	\$715.00	\$715.00	\$607.75	\$607.75
LN	--S-V	10:00pm - 10:30pm ✓	30	FOX6 NEWS 10P SAT	1		1	\$450.00	\$450.00	\$382.50	\$382.50
LN	---S	09:00pm - 09:30pm ✓	30	FOX6 NEWS 9P SUN	1		1	\$715.00	\$715.00	\$607.75	\$607.75
LN	M----	09:30pm - 10:00pm ✓	30	FOX6 NEWS 930P		1	1	\$635.00	\$635.00	\$539.75	\$539.75
LN	---S	10:00pm - 10:30pm ✓	30	FOX6 NEWS 10P SUN	1		1	\$565.00	\$565.00	\$480.25	\$480.25
LN	M----	10:00pm - 10:30pm ✓	30	FOX6 NEWS 10P		1	1	\$785.00	\$785.00	\$667.25	\$667.25
<b>TOTAL WBRC:</b>					<b>3</b>	<b>6</b>	<b>9</b>		<b>\$4,720.00</b>		<b>\$4,012.00</b>

Campaign Comments: IMPORTANT NOTE: ALL POINTS AND BUDGET PLACED MUST RUN WITHIN DESIGNATED FLIGHT

- BROADCAST BILLING ON ALL ORDERS
- ALL MAKEGOODS MUST BE APPROVED BY THE BUYER PRIOR TO AIRING
- ALL MAKEGOODS SHOULD BE SUBMITTED TO THE AGENCY WITHIN 48 HOURS OF NOTIFICATION
- ALL MAKEGOODS MUST RUN WITHIN DESIGNATED FLIGHT DATES
- REASON FOR MAKEGOOD AND TARGET POINTS SHOULD BE INCLUDED ON MAKEGOOD FORM
- STATION CONFIRMATIONS DUE TO BUYER WITHIN 72 HOURS OF PLACED ORDER

THE AGENCY SHALL BE SOLELY LIABLE FOR PAYMENT OF MEDIA CHARGES ONLY TO THE EXTENT, IF ANY, THE AGENCY HAS RECEIVED PAYMENT FOR SUCH CHARGES FROM THE ADVERTISER. EXCEPT TO THE EXTENT THE AGENCY HAS BEEN PAID BY THE ADVERTISER, THE ADVERTISER SHALL BE SOLELY LIABLE FOR PAYMENT OF ALL SUCH MEDIA CHARGES.

**PLEASE PRINT, SIGN, SCAN AND EMAIL THIS TO LIZ ELDER AS YOUR CONFIRMATION OF RECEIPT AND ACCEPTANCE OF THIS ORDER.**

Accepted By: 

Date: 11/2/12



WBRC-TV

## ORDER

Print Date 11/02/12

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Flight Dates 11/02/12-11/06/12

Contract / Revision 844010 /

Original Date / Revision  
10/31/12 11/02/12

Advertiser Jim Neill for Jefferson Coun

Agency Elder Media

Buying Contact

4759 Quarter Staff Road  
Birmingham, AL 35223

Product

Political - Nov 2012

Agency Com 15%

Billing Contact

4759 Quarter Staff Road  
Birmingham, AL 35223

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL80

Priority P 2

Advertiser Ref

Primary Account Executive

House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	24	\$10,017.25	\$11,785.00	0.00	10/29/12	11/06/12	24	\$10,017.25	\$11,785.00
Totals	24	\$10,017.25	\$11,785.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	11/02/12	11/06/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MT--F--	:30	1	\$510.00	P 2	0.00	NM	5	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$510.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$510.00		0.00			
N 2	WBRC	11/02/12	11/06/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	MT--F--	:30	1	\$345.00	P 2	0.00	NM	5	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 11/02/12

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Contract / Revision **844010** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/02/12

Order Sep 00:15:00

Advertiser **Jim Neill for Jefferson Cou** Product **Political - Nov 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WBRC	11/02/12	11/06/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	MT--F--	:30	1	\$345.00	P 2	0.00	NM	5	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$345.00		0.00			
Week:		11/05/12	11/11/12	MT-----		4				\$345.00		0.00			
N 3	WBRC	11/05/12	11/05/12	6pm News 6pm News	Comm	6-630pm	M-----	:30	1	\$715.00	P 2	0.00	NM	1	\$715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$715.00		0.00			
N 4	WBRC	11/05/12	11/05/12	MF 9pm News M-F 9pm News	Comm	9-930pm	M-----	:30	1	\$860.00	P 2	0.00	NM	1	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$860.00		0.00			
N 5	WBRC	11/02/12	11/02/12	Sideline Sideline	Comm	1020-1105pm (10:20 PM-11:05 PM)	----F--	:30	1	\$750.00	P 2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$750.00		0.00			
N 6	WBRC	11/03/12	11/03/12	Saturday Morning News Saturday Morning News	Comm	7-9am	-----S-	:30	1	\$240.00	P 2	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$240.00		0.00			
N 7	WBRC	11/04/12	11/04/12	Sunday Morning News Sunday Morning News	Comm	7-9am	-----S	:30	1	\$225.00	P 2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$225.00		0.00			
N 8	WBRC	11/05/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:30	2	\$315.00	P 2	0.00	NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		2				\$315.00		0.00			
N 9	WBRC	11/05/12	11/05/12	Noon News Noon News	Comm	12-1pm	M-----	:30	1	\$225.00	P 2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$225.00		0.00			
N 10	WBRC	11/05/12	11/05/12	6pm News 6pm News	Comm	6-630pm	M-----	:30	1	\$715.00	P 2	0.00	NM	1	\$715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$715.00		0.00			
N 11	WBRC	11/03/12	11/03/12	Sat 10pm News Sat 10pm News	Comm	10-1030pm	-----S-	:30	1	\$450.00	P 2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$450.00		0.00			
N 12	WBRC	11/04/12	11/04/12	Sun 9pm News Sun 9pm News	Comm	9-930pm	-----S	:30	1	\$715.00	P 2	0.00	NM	1	\$715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$715.00		0.00			
N 13	WBRC	11/05/12	11/05/12	MF 930pm News M-F 930pm News	Comm	930-10pm	M-----	:30	1	\$635.00	P 2	0.00	NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$635.00		0.00			
N 14	WBRC	11/04/12	11/04/12	Sun 10pm News Sun 10pm News	Comm	10-1030pm	-----S	:30	1	\$565.00	P 2	0.00	NM	1	\$565.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 14	WBRC	11/04/12	11/04/12	Sun 10pm News Sun 10pm News	Comm	10-1030pm	-----S	:30	1	\$565.00	P 2	0.00	NM	1	\$565.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S			1		\$565.00			0.00				
N 15	WBRC	11/05/12	11/05/12	MF 10pm News M-F 10pm News	Comm	10-1035pm	M-----	:30	1	\$785.00	P 2	0.00	NM	1	\$785.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----			1		\$785.00			0.00				
														Totals	24	\$11,785.00